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HOW TO MAKE MONEY WITH
TRACER-GUIDED

Engraving



new hermes engraving machine corp.

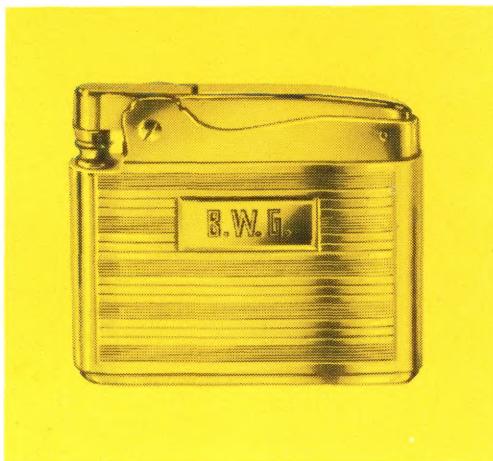
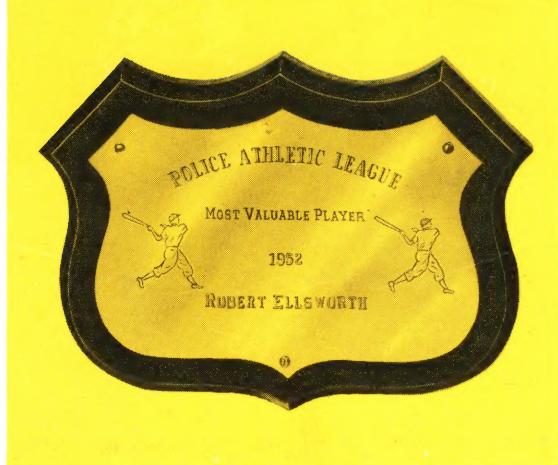
154 WEST 14th STREET NEW YORK 11, N.Y. Telephone: WAtkins 4-7373

MORE THAN **25,000**
HAVE PROVEN...

PERSONALIZED ENGRAVING PAYS

ENGRAVING ADDS SALES APPEAL TO ANY TYPE MERCHANDISE

Remember



ENGRAVING SELLS MORE.

ENGRAVING AVOIDS REFUNDS.

**ENGRAVING OPENS
PROFITABLE SIDELINES.**

Now everybody can do perfect engraving right on his own premises.

No delay — no sending out anymore —

with the **TRACER GUIDED**

Engravograph
TRADE MARK

— world's most renowned portable engraver.

it's so easy to operate!

Engravograph
TRADE MARK

is the most rewarding

investment . . .

it pays for itself

many times over

for:

jewelers

sporting goods dealers

stationers

hardware stores

gift shops

opticians

camera shops

drug stores

tobacconists

advertising specialists

concessionaires

department stores

mail order houses

PX stores

manufacturers of:

signs

nameplates

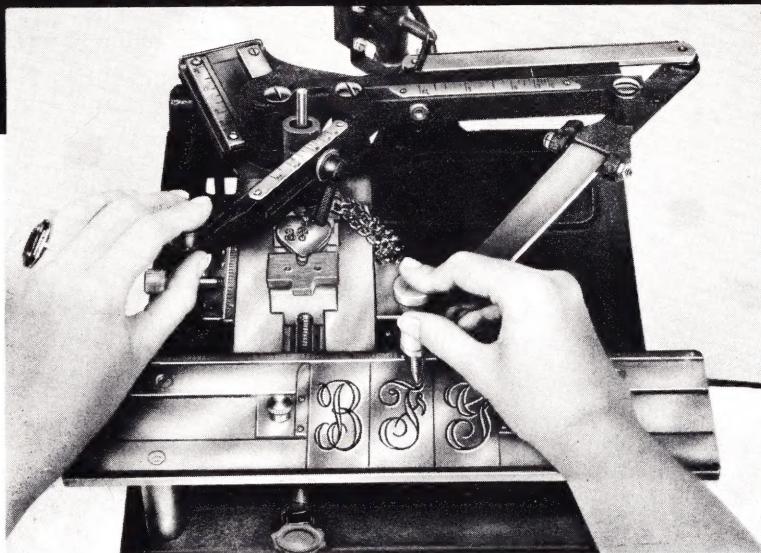
displays

etcetera

EVERYBODY CAN ENGRAVE WITH THE TRACER-GUIDED **Engravograph**

How?

**The
Answers
Are All Here!**



1. Q. *How long does it take an unskilled person to learn the operation of the ENGRAVOgraph?* 1. A. **20 minutes.**
2. Q. *How does the ENGRAVOgraph work?* 2. A. **The unskilled operator simply traces a grooved master letter, and the ENGRAVOgraph does the rest.**
3. Q. *Does the finished job look like hand engraving?* 3. A. **Yes. Tests have shown that you cannot tell the difference, because it is diamond engraved.**
4. Q. *Can stainless steel be engraved?* 4. A. **Absolutely! ENGRAVOgraph, unlike hand engravers, cuts effortlessly into stainless steel.**
5. Q. *What other materials can be engraved?* 5. A. **Just about everything: silver, gold, all other precious metals, brass, aluminum, wood, all plastics, mother of pearl, onyx, ivory, and glass.**
6. Q. *How long does it take to engrave a monogram on a watch?* 6. A. **Approximately one minute.**
7. Q. *Can the engraving be filled with contrasting colors?* 7. A. **Yes.**
8. Q. *What is the smallest and largest letter which can be engraved?* 8. A. **3/64" is the smallest and 2" is the largest letter from stocked master copy type.**
9. Q. *Can engraving sizes be varied at will?* 9. A. **Certainly. Two quick acting adjustments on the tracing arm allow the engraving of 15 different sizes from ONE single master copy type.**
10. Q. *How about round surfaces?* 10. A. **Fountain pens, baby cups, curved identification bracelets can be engraved with the same ease.**
11. Q. *How is the engraving centered on items of various shapes?* 11. A. **The ENGRAVOgraph has an ingenious self-centering workholder which automatically centers all objects.**
12. Q. *How much space does the ENGRAVOgraph require?* 12. A. **Approximately the space of a typewriter.**

The ENGRAVOgraph is available in 3 models for every type of enterprise.

MODEL GM

The perfect engraver for the average store, recommended for engraving of jewelry — lighters — watches — silverware — nameplates — tags, as well as skis — tennis rackets and similar equipment..... **Page 4**

MODEL G-TX STANDARD

Will engrave, in addition to the items listed above, large trays, holloware, trophy plates, dresser sets, sporting goods, bowing balls, etc..... **Page 8**

MODEL G-TX SUPER

Recommended for general engraving work and for large trophy cups, plaques, water pitchers, goblets, etc..... **Page 10**

Engravograph
TRADE MARK

MODEL GM



Model GM is a portable but versatile engraver which requires only a space of 12" x 14". It will engrave all objects illustrated on pages 6 and 7, and many more, like fishing rods, skis, etc.

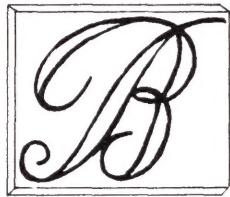
Weight of machine — gross 28 lbs., net 21 lbs.

With Universal motor for AC and DC, 115 volts (or 220 volts, if requested).

- Adjustable to **15** engraving sizes from **ONE** master letter.

Nothing has to be disassembled. Operator can change engraving sizes at will simply by adjusting tracing arm in a matter of seconds.

FROM THIS
GROOVED
MASTER COPY
LETTER.....THE FOLLOWING SIZES CAN BE ENGRAVED

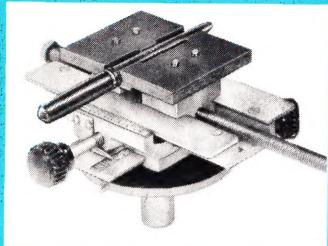


For other styles and sizes of master copy type, see special master type catalog.

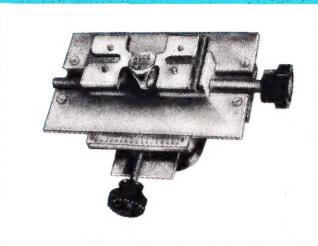
Standard Equipment

SELF CENTERING WORK HOLDER

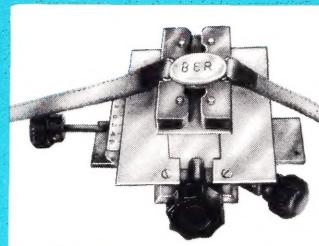
THE WORK HOLDER IS EQUIPPED WITH 3 PAIRS OF INTERCHANGEABLE PLASTIC HOLDING JIGS TO AVOID SCRATCHING.



FOR PENS AND OTHER TUBULAR ITEMS



FOR ALL KINDS OF JEWELRY



FOR ALL WATCHES

How does the ENGRAVOgraph engrave on the desired spot?

You don't need a ruler or long mathematical calculations—nothing is left to the judgment of the unskilled operator.

Just clamp any item into the specially designed work holder—and with one turn of your hand everything is securely tightened and automatically centered ready for engraving.

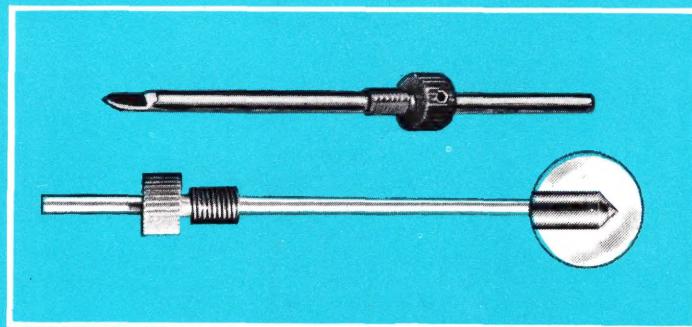
The holder can be moved in all directions; that is, back, forth, sideways and can also be swivelled around for off center engraving. Jaws open to accept items up to 5½" wide by any length.

ENGRAVING CUTTERS

Carbide tipped rotating cutter for engraving on plastics.

Highly polished diamond graver for all precious metals and stainless steel.

For other cutters see price list.



Supplementary Equipment

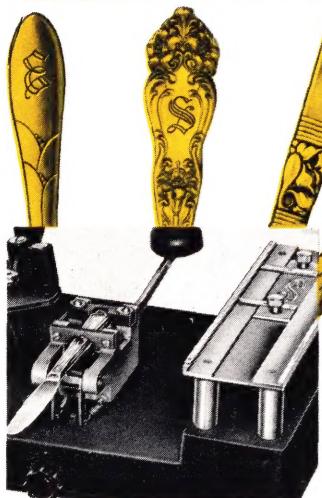
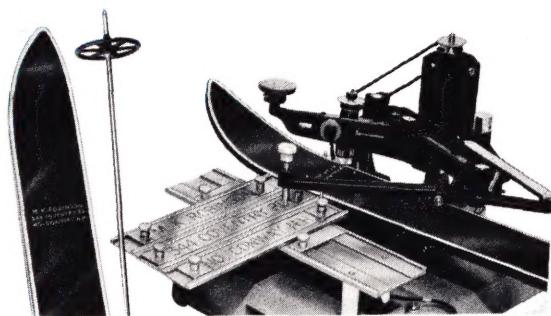


COPY SLIDE CONVERTER
(PART No. 440)

By sliding the converter into the standard double grooved copy slide — two lines of copy can be set up and engraved at the same time.

3 LINE VERTICAL COPY HOLDER
(PART No. 480)

For engraving on skis.



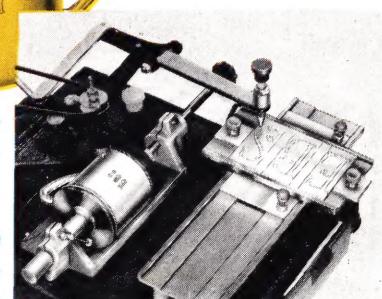
SELF-CENTERING FLATWARE HOLDER
(PART No. FL 101)

52 pieces can be engraved in 20 minutes by an unskilled operator with the help of this specially designed holder, which automatically centers and clamps all patterns regardless of shape and style.



SELF-CENTERING CUP HOLDER
(PART No. LC 3)

Holds any cup or similar tubular objects up to 2½" in diameter by 4½" in length.



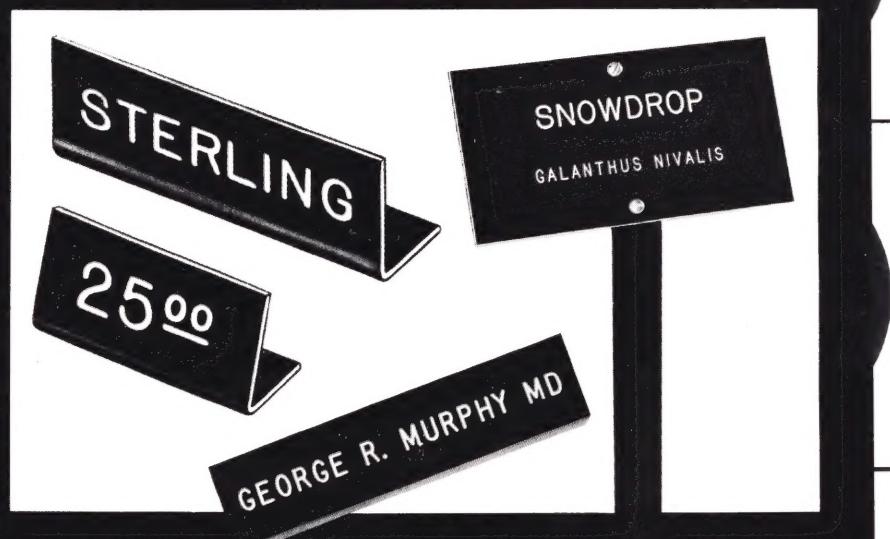
A vertical copy holding slide (part #LC 9) as shown in the photograph is supplied with the cup holder.

MAKE SIGNS AND NAMEPLATES FOR YOUR OWN USE AND FOR THE TRADE

WE SUPPLY ATTRACTIVE TWO-COLOR LAMINATED PLASTIC ENGRAVING MATERIALS



Think not only of Christmas and Father's Day — make engraving on men's jewelry an all year round promotion. Personalized jewelry is always a cherished gift — and every day is someone's birthday or anniversary.



Here is an almost untouched field. Appeal to mothers by showing engraved identification jewelry for growing children, as precaution and security.

Always show engraved jewelry in your window. Use not only monograms or names, but also sentiment, such as "From Him to Her."



How much more will these gifts be remembered and appreciated when engraved with the name of the recipient!



Department stores have found engraving a valuable asset in their cosmetic department. You too can profit by offering immediate engraving on these popular gift items.



You know how many graduation gifts of pens and pencils are returned for refund. Now, with the simple addition of engraving, these gifts are sold ... for keeps.

Your customers will surely appreciate the additional monogram on jewelry gift boxes, and if you like, engrave your own firm name — a very effective way of advertising.

Here is a brand new idea for every jeweler. Transform an ordinary tab bracelet into something to be remembered.

Special master templates for all occasions are available for immediate engraving.

Make your store an engraving center. Promote this profitable service to schools and clubs for their sport and achievement awards. Build a big business with youth organizations. They are your customers of the future.

Display engraved silverware — and show a variety of engraving combinations. Offer immediate engraving service and you will sell more.

Do you want to make money with engraving? Here is an idea. Sell advertising specialties to your local merchants and industries. Engrave goodwill messages, firm names or trademarks. Master templates of most well-known trademarks are available.

You may order from New Hermes master templates of all leading fraternity emblems and lodge insignias. A sales letter to these organizations will open up a new field for you. You can become the "official supplier" of all jewelry and gift items for the Lodge members in your town.

PUT A NAME ON SPORTING GOODS AND SELL MORE

IDENTIFICATIONS ARE APPRECIATED BY ALL CLUBS AND CAMPS

ROBERT D. BURNS
14-50 ELM ST.
HARTFORD, CONN



KENNETH B. ROBBINS

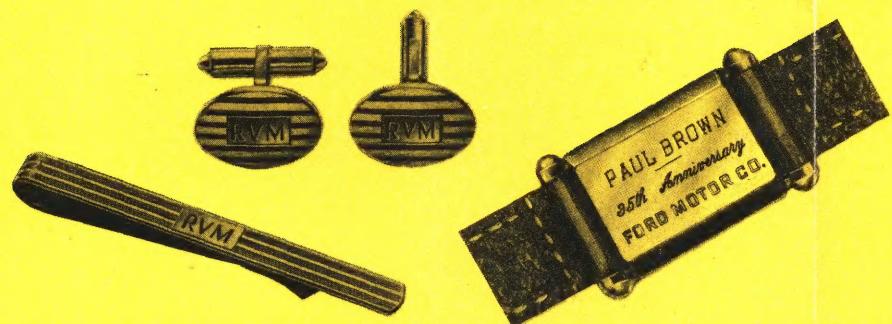
ALLEN SMITH
120 ELM ST.
MONTPELIER, Vt.

ALLEN SMITH
120 ELM ST.
MONTPELIER, Vt.

GEORGE MURDOCK

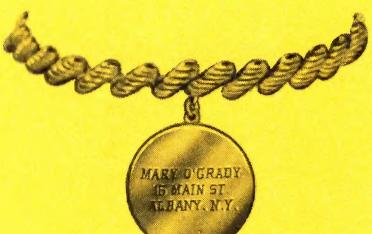
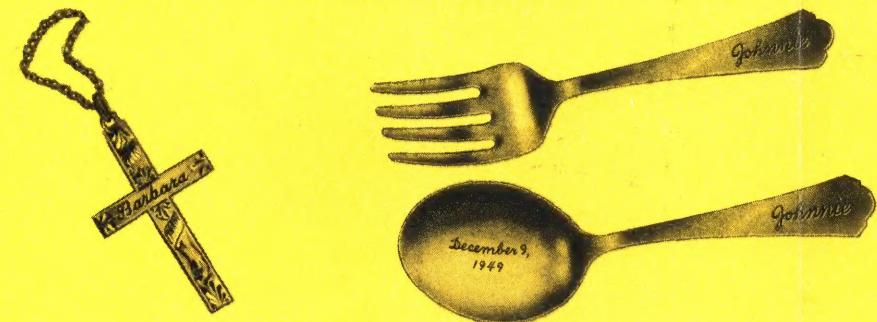
E. T. KELLY

Miss Shady



MEN'S ACCESSORIES

Think not only of Christmas and Father's Day—make engraving on men's jewelry an all year round promotion. Personalized jewelry is always a cherished gift—and every day is someone's birthday or anniversary.



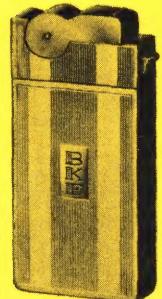
CHILDREN'S JEWELRY

Here is an almost untouched field. Appeal to mothers by showing engraved identification jewelry for growing children, as precaution and security.



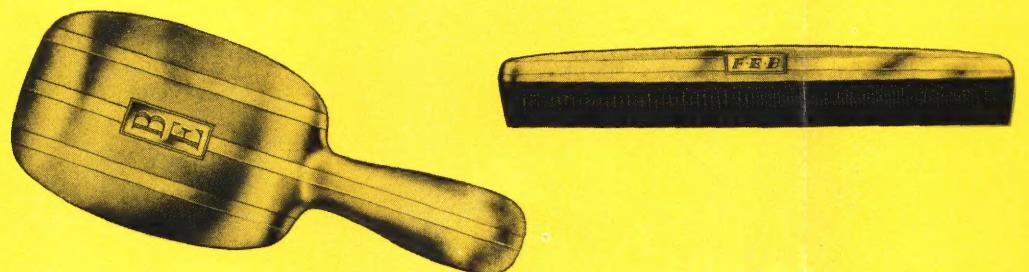
LADIES' JEWELRY

Always show engraved jewelry in your window. Use not only monograms or names, but also sentiment, such as "From Him to Her."



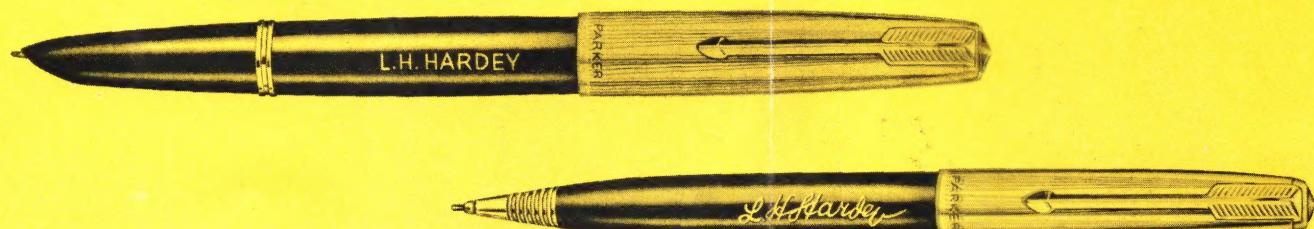
SMOKERS' ACCESSORIES

How much more will these gifts be remembered and appreciated when engraved with the name of the recipient!



COSMETICS

Department stores have found engraving a valuable asset in their cosmetic department. You too can profit by offering immediate engraving on these popular gift items.

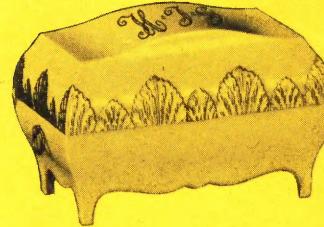


WRITING INSTRUMENTS

You know how many graduation gifts of pens and pencils are returned for refund. Now, with the simple addition of engraving, these gifts are sold ... for keeps.

Your customers will surely appreciate the additional monogram on jewelry gift boxes, and if you like, engrave your own firm name — a very effective way of advertising.

GIFT BOXES



Here is a brand new idea for every jeweler. Transform an ordinary tab bracelet into something to be remembered.

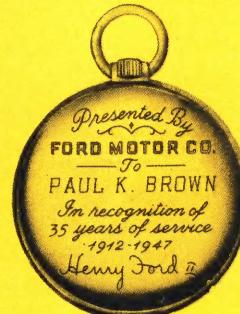
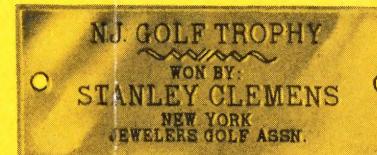
Special master templates for all occasions are available for immediate engraving.

SPECIALTIES



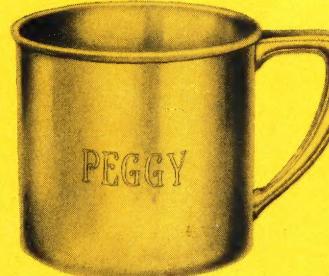
Make your store an engraving center. Promote this profitable service to schools and clubs for their sport and achievement awards. Build a big business with youth organizations. They are your customers of the future.

TROPHIES, AWARDS



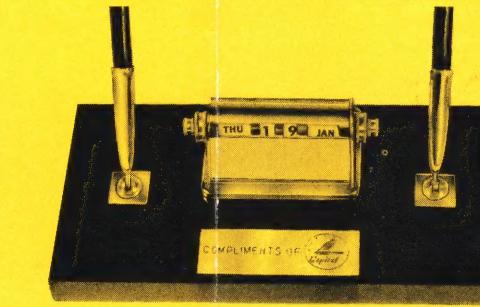
Display engraved silverware — and show a variety of engraving combinations. Offer immediate engraving service and you will sell more.

SILVERWARE



Do you want to make money with engraving? Here is an idea. Sell advertising specialties to your local merchants and industries. Engrave goodwill messages, firm names or trademarks. Master templates of most well-known trademarks are available.

PREMIUMS



You may order from New Hermes master templates of all leading fraternity emblems and lodge insignias. A sales letter to these organizations will open up a new field for you. You can become the "official supplier" of all jewelry and gift items for the Lodge members in your town.

LODGES



MODEL G-TX STANDARD



Model G-TX Standard is a larger, all-purpose engraver. It will engrave not only all objects illustrated on pages 6 and 7, but in addition, large trophy plates, plaques, 15" trays, the inside of bowls, sporting goods, bowling balls, etc.

Model G-TX Standard is equipped with a sturdy pantograph (tracing arm) with ratio settings from 2:1 up to 7:1, permitting 21 different sizes to be engraved from one single master letter by a simple adjustment of the tracing arm.

Illustration (above) shows Model G-TX Standard set up with a non-rotating diamond cutting tool for extra deep engraving of metals.

SPECIFICATIONS: Size of machine 19½" x 18"
Gross weight 148 lbs.
Net weight 108 lbs.
Distance between cutter point and machine base 8¾"

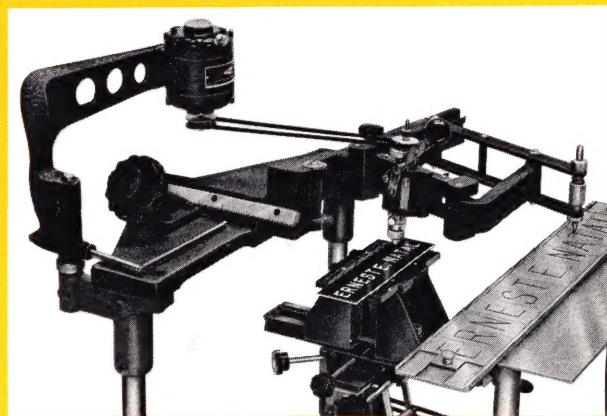


Photo shows Model G-TX Standard set up with motor and ball bearing cutter spindle for routing metals and plastics. This method is used when marking Plastics—Mother-of-Pearl—Wood—Onyx or Metals where the engraving has to be filled with contrasting colors.

(Illustration shows the engraving of a plastic 2 tone nameplate.)

UNIVERSAL WORKHOLDER #SC-1

is standard equipment



Model G-TX Standard is equipped with a heavy duty vise which automatically centers a large variety of differently shaped objects. The entire unit travels back and forth, left and right and can be swiveled around for engraving in any position.

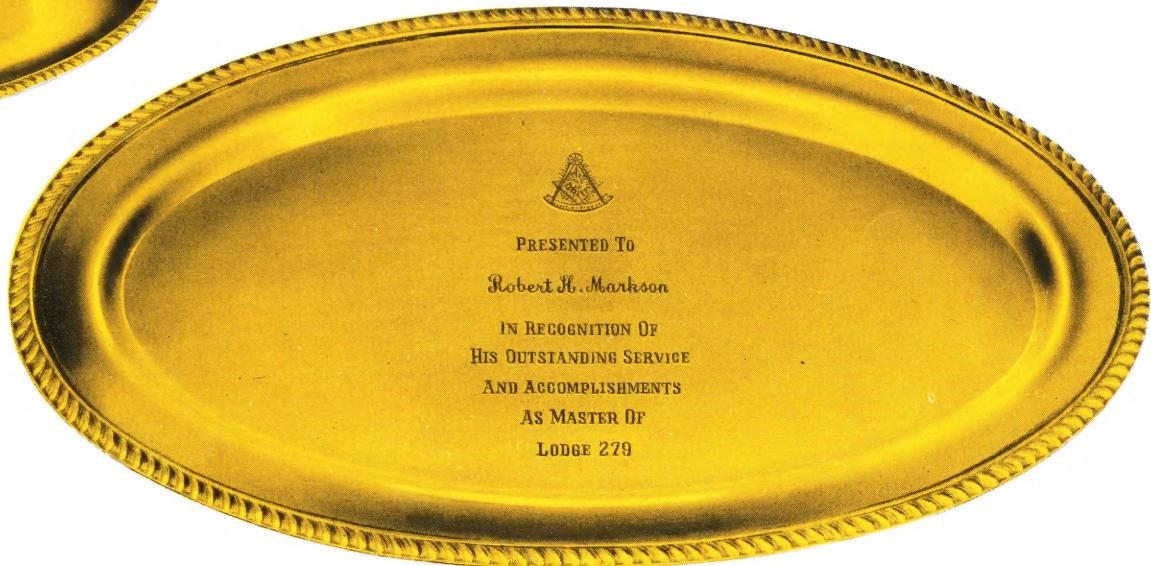
Included in the standard equipment are 3 interchangeable plastic jigs for clamping of jewelry, pens, watches, nameplates, etc., and 2 auxiliary cup jigs for holding of baby cups, napkin rings and other tubular objects. Maximum opening of holding jaws is 7 1/2". Height of holding jaws, 3".

Illustration shows a workholder with a set of engraving jigs having adjustable pins for quick clamping of flat, odd shaped or round trophy plates.



R.B.R.

ENGRAVED
ON
MODEL G-TX
STANDARD



For supplementary equipment, see page 11.



Model G-TX Super is a universal engraver for unlimited use. It is larger than Model G-TX Standard. Its construction is basically the same with the exception of the combination universal cup workholder described on next page.

The exceptional capacity of this workholder allows the clamping and engraving of large trophy cups, water pitchers, goblets and similar objects up to 16" in height and 6" in diameter.

Model G-TX Super will also accept all objects illustrated on pages 6, 7, 8 and 9.

Illustration (above) shows Model G-TX Super set up with a non-rotating diamond cutting tool for engraving of a large trophy cup.

SPECIFICATIONS: Size of machine 19½" x 18"
 Gross weight 155 lbs.
 Net weight 115 lbs.
 Distance between cutter point
 and machine base 9¾"

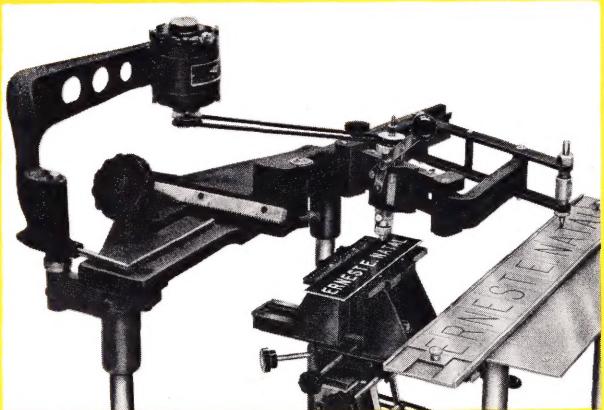


Photo shows Model G-TX Super set up with motor and ball bearing cutter spindle for routing on metals and plastics. This method is used when marking Plastics—Mother-of-Pearl—Wood—Onyx or Metals where the engraving has to be filled with contrasting colors.

(Illustration shows the engraving of a plastic 2 tone nameplate.)

COMBINATION UNIVERSAL WORKHOLDER #SC-3

is standard equipment

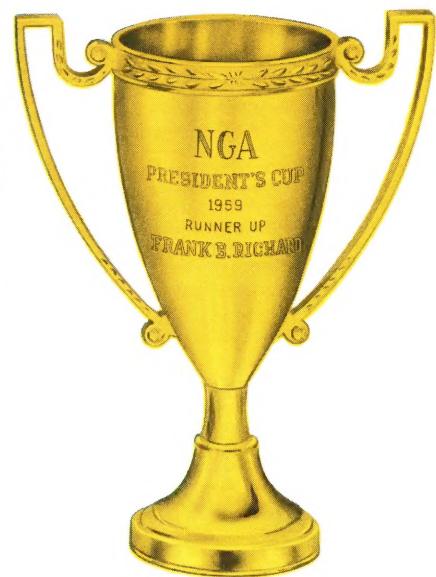
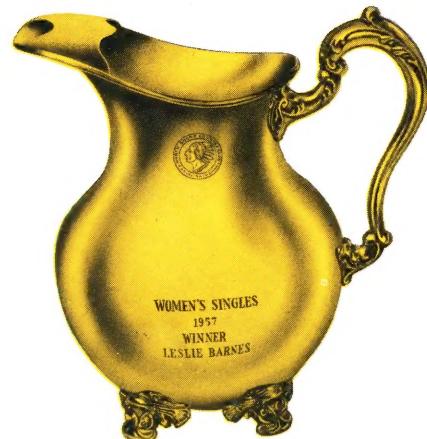
Workholding vise is equipped with 4 interchangeable wooden cones to hold cups and trophy bands of various diameters. The gear arrangement facilitates turning the cup during the engraving operation. The entire unit travels back and forth sidewise, and can be swiveled around for engraving in any position. The unit can be raised and lowered by jack mechanism.



travels back and forth sidewise, and can be swiveled around for engraving in any position. The unit can be raised and lowered by jack mechanism.

Included in the standard equipment are several interchangeable plastic jigs for clamping of jewelry, pens, watches, nameplates and round or odd shaped flat trophy plates.

Maximum opening of jaws, 18 1/2".
Height of jaws, 4 1/8".



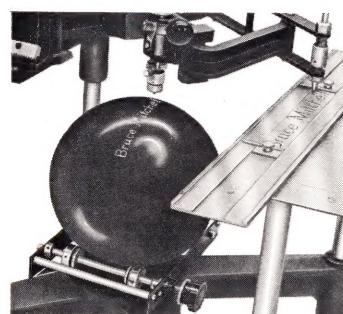
SUPPLEMENTARY EQUIPMENT FOR MODELS G-TX STANDARD & G-TX SUPER

The following equipment can be easily attached to both models, and are highly recommended for their time saving factor.



COPY SLIDE CONVERTOR
part #472

By sliding the converter into the standard double grooved copy slide — two lines of copy can be set up and engraved at the same time.



BOWLING BALL WORKHOLDER
Part #2008 for G-TX Standard
Part #2009 for G-TX Super

A gear arrangement of four traction wheels allows the operator to turn the ball without effort, for engraving anywhere.



SELF-CENTERING FLATWARE HOLDER
part #FL-GT 130

Self-centering flatware holder will automatically center and clamp all patterns, regardless of shape and style. It will enable an unskilled operator to engrave 52 pieces in 20 minutes.

THE MODERN WAY

TO ENGRAVE RINGS.....

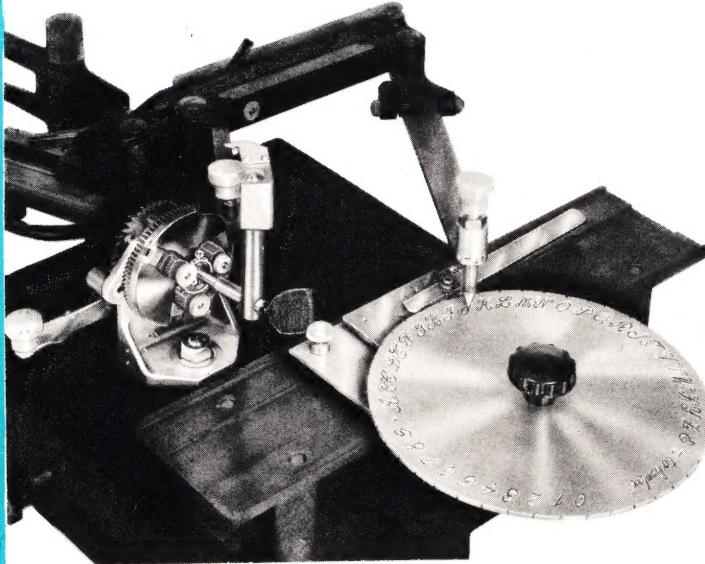
Inside



New Hermes has developed an ingenious engraving device which has become a great sales help for many jewelers.

Now EVERYONE can engrave all shapes of rings ON THE INSIDE with names, initials, dates, or stock number in a matter of minutes.

... immediate engraving means a sure sale.

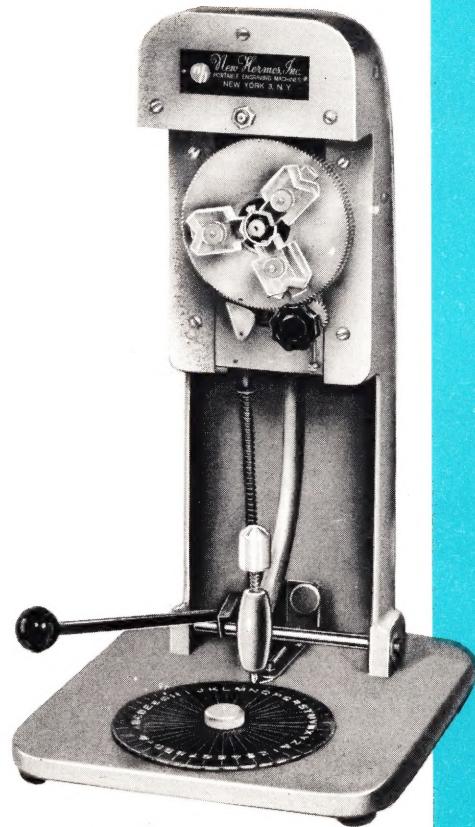


INSIDE RING ENGRAVING ATTACHMENT

The Ring Engraving Attachment is available for Model GM machines only.

It consists of:
Ring holding chuck.
Engraving spindle.
Alphabet dial.

PART No. for GM—RG60



INSIDE RING ENGRAVING MACHINE — MODEL R

For jewelers who prefer a Ring Engraver as an independent self-contained unit, we recommend our Model R as illustrated. The ring holding fixture of this unit turns automatically after engraving of each letter.

Weight — gross 16 lbs., net 11 lbs.

Modern businessmen everywhere praise its tracer-guided principle which has revolutionized the entire engraving field.

Ask one who has one!

A list of satisfied users from all over the world is at your disposal upon request.

Engravograph
TRADE MARK

new hermes engraving machine corp.

154 WEST 14th STREET NEW YORK 11, N.Y.

Represented in all principal cities

1346 N. Highland Ave., Los Angeles • 7853 S. Loomis Blvd., Chicago, Ill. • Canada: 359 St. James St., Montreal